

# RIO SUZUKI

3 years of creative + 1.5 years in B2B sales experiences.  
Proactive Master's student in Service Systems Design at Aalborg University, **skilled in identifying patterns and synthesizing complex insights into actionable strategies**. Fueled by a **playful and systemic mindset** and a strong commitment to creating **socially meaningful and impactful design** intervention.

 Copenhagen     +45 36 20 31 22     s.rio0328n@gmail.com     <https://suzukirio.com/>



Experience	<b>Student Assistant</b> Aquaporin, Copenhagen Nov 2024 - Present	Proactively initiated <b>service design activities</b> and regularly collaborated with <b>stakeholders across departments</b> . Attended weekly meetings to <b>identify emerging challenges</b> , <b>tailoring and self-initiating projects</b> such as <b>visualizing complex B2B sales journey map</b> to support internal communication. Led videography projects from concept to final production to enhance user experience and storytelling.
	<b>B2B Sales &amp; Operation</b> Nordis Travel, Copenhagen Apr 2024 - July 2024	Manage tailored group tours, from creating the itinerary to assisting the entire tour remotely. <b>Professionally solve any issues while ensuring a seamless, once-in-a-lifetime experience.</b>
	<b>UX Designer Intern</b> Love Fuel, Copenhagen Jan 2024 - Mar 2024	Introduced and led the implementation of <b>Design Thinking</b> and <b>qualitative research methods</b> , such as moderated user interviews. This fostered more iterative, agile workflows significantly accelerating the development cycle and improving overall team productivity.
	<b>Digital Designer Intern</b> Techbbq, Copenhagen Aug 2023 - Oct 2023	Collaborated in a multicultural environment to create <b>marketing materials for various media types, both digital and print</b> , for a conference attended by over 7,500 participants in CPH.
	<b>Web Designer</b> E-bird Digital Agency, Tokyo Mar 2021 - Jan 2024	Achieved the <b>highest profit</b> among six designers in last year. Designed responsive websites and tablet interfaces for a <b>diverse range of clients</b> , occasionally implementing front-end code using HTML, CSS, jQuery, and basic JavaScript. Managed projects as the primary point of contact for both <b>internal teams and external client</b> , ensuring high-quality deliverables under tight deadlines.
	<b>Digital Marketing Assistant</b> Aloft Hotel, Tokyo Feb 2020 - May 2020	Leading the creation of marketing materials and collaborating cross-functionally with PR, marketing, and sales teams in a high-pressure, fast-paced setting. (Due to covid position was end)
	<b>B2B Sales Representative</b> Keio Travel Agency, Tokyo Apr 2019 - Dec 2019	Led <b>end-to-end B2B sales efforts</b> from cold outreach and deal closing to operations and invoicing successfully building trust, <b>upselling</b> and <b>cross-selling services</b> , and <b>securing future projects</b> .
	<b>Desk Staff and Content Creator Student Assistant</b> Okutama Tourist Office, Tokyo Jan 2018 - Jan 2019	Initiated and facilitated a <b>cross-sector project</b> between the university and the village tourism department, <b>coordinating field trips and meetings</b> to successfully deliver a walking trail signage redesign.

Education	<b>M.Sc. Service System Design</b> AAU, Copenhagen Sep 2024 - Jun 2026	<b>Web Designer Vocational Course</b> Felica, Tokyo Jul 2020 - Jan 2021	<b>B.A. Hospitality &amp; management</b> Rikkyo University, Tokyo Mar 2014 - Apr 2019	<b>Exchange Student Programme</b> UNSW, Sydney Mar 2017 - Jan 2018
Skill	<b>Soft</b> Strategic Design Systemic Thinking User Research Future Thinking Co-Design Systems Mapping Prototyping	<b>Web Development</b> HTML / CSS jQuery Javascript Wordpress	<b>Adobe</b> Illustrator, Photoshop InDesign After Effects Premiere Pro	<b>Works</b> Website Sales / Marketing materials Infographics Illustration Posters Flyers Photo / video shooing Animation Promotion Video
Other	<b>Language</b> English    Fluent Danish    Basic Japanese    Native	<b>Hobby</b> Sauna /Swimming Handcraft Fishing Karaoke		